

Hong Kong Disneyland
Briefing Paper on Disney University

Disney theme parks are famous for the quality of their attractions and entertainment, as well as for the friendly and courteous environment they create for their guests. Bringing such high quality experiences to life hinges upon the enthusiasm, hospitality and professionalism of Disney theme park employees.

To instill these qualities and skills in its employees, it has been the practice of The Walt Disney Company to establish a Disney University at the site of every theme park developed by the company around the world. The curriculum of each Disney University is tailored to meet the particular needs of the locality concerned, and to provide the highest standards of on-the-job training and professional development for each theme park employee.

Disney University is also a place where theme park employees are imbued with the values, traditions, and standards of excellence that have become the hallmark of the Disney theme park experience. The foundations of Disney knowledge, training, and service standards are reinforced in daily theme park operations through employee recognition programmes, special events, and recreational activities. Together, these things engender Disney theme park employees with a strong sense of loyalty and pride.

Disney University offers a wide range of specialised training programmes that ensure theme park employees can continually upgrade their skills, and acquire new knowledge to enhance their career opportunities. A core set of training classes concerned with service culture and philosophy, such as the “Disney approach” to guest service and safety awareness, are a requirement for all theme park employees. Elective specialised modules focused on technical skills for entry level positions such as theme park retail sales and hotel front desk operations, as well as leadership development programmes for management personnel, are also offered.

Tourism Commission

Economic Services Bureau
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BY FAX: 2121 0420

Secretary General
LegCo Secretariat
Legislative Council Building
8 Jackson Road
Central, Hong Kong

(Attn: Mrs Sharon Tong)

Dear Mrs Tong,

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Further to the Education & Manpower Panel meeting yesterday, I forward herewith the captioned briefing paper (both in English and Chinese) for LegCo for your necessary action please.

In this connection, in response to an enquiry on the number of employees in the theme park engaging in the dining trade, while we don't have the specific information regarding such at this stage, we estimate that roughly 31% of the direct employment on site will be engaging in retail, dining and entertainment trades at Phase I opening, whereas the proportion will be about 28% upon Phase I buildout.

Yours sincerely,

(Joe C C Wong)
for Commissioner for Tourism